

Judi Health Rebrand

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Frequently Asked Questions

Why rebrand to Judi Health and Judi Rx now?

We are evolving from a pharmacy-first organization into a unified healthcare technology company. Our new brand reflects an integrated model across pharmacy, medical, dental, and vision health benefits administration, all powered by our proprietary enterprise technology: Judi®.

Is the business model changing as a result of the rebrand?

No. Our core business model and principles are not changing. We remain focused on transparency and alignment with our clients' and plan members' needs.

Core PBM and PBA operations, contact center, and service delivery aspects of the business remain unchanged.

What does the new brand structure look like?

Judi Health is our **global brand**. Underneath it:

- **Judi Rx** replaces **Capital Rx** as our PBM brand
- **Judi Care** represents our medical, dental, and vision solutions
- **Judi Cloud** represents the licensing of our technology platform: Judi®

Is the Capital Rx brand going away because of the rebrand?

Yes. The Capital Rx brand is transitioning to Judi Rx. The underlying pharmacy benefit administration business continues under the updated name.

What is the timeline for the rebrand?

- Client communications are ongoing (week of June 15, 2026).
- The public launch – including a press release – is targeted for July 15, 2026
- Our website and other digital touchpoints will be updated between June 15, 2026, and July 15, 2026, in preparation for the announcement.
 - Members accessing the member portal or apps will see the new branding on July 15.
- Additional internal brand and system updates will continue over the remainder of 2026 and into early 2027.

When will the contact center start answering member calls as Judi Rx?

Starting July 15, 2026, the member service center will be answering the phone as Judi Rx. A member who calls will hear, “Thank you for calling Judi Rx, formerly Capital Rx...” for a period of time.

Will member access to medication or support change?

No. The name change from Capital Rx to Judi Rx does not impact member access to medication (the BIN and PCN will not change), and our contact center and clinical care teams are the same.

Will member ID cards change?

No. Issued member ID cards remain valid, and there is no planned re-carding for existing members unless otherwise communicated.

Is this a merger or an acquisition?

No. This is a brand evolution and organizational alignment. There is no change to our ownership structure or leadership team as a result of the name change and rebranding.

Do I need to update legal or communications materials due to this rebranding and transition to Judi Rx?

- Any legal documents in process will be updated to Judi Rx from Capital Rx due to the name change. Existing contracts using the Capital Rx name will remain in full force and effect and will not be required to be amended to change the name. Any new amendments will include a change to the new legal name.
- If there are specific marketing assets or pieces of collateral that are co-branded or reflect the Capital Rx logo, reach out to your point of contact to connect with our marketing team for assistance with updates, if necessary.
- The member communications team is working on messaging for plan members.
 - Member letters for government programs clients and other health plans will not reflect the new branding until the 2027 benefit year.

Will my point(s) of contact change for PBM, PBA, or other solutions at Judi Health/Judi Rx?

No. This rebranding does not impact our operations or teams/personnel - your primary point(s) of contact will not change.

Will websites, portals, or email domains change following the rebrand?

Some digital touchpoints and email domains may update over time as part of the phased rollout. We will utilize redirects for website address changes, so members utilizing existing website links will be automatically redirected to updated addresses. Additional guidance will be provided where needed.

Is support being provided to benefits brokers and consultants or other vendors and partners who may be associated with or integrated with my plan during the brand transition?

Yes. Other parties will be supported through dedicated relationship managers, and outreach will include written communications, FAQs, and phased updates throughout the transition.

Additional support will be available for implementation, pharmacy/provider and member communications, operational questions, and escalations as needed.

What should I tell employees or corporate leadership if I'm asked about the rebranding?

Use this simple explanation:

This is a planned brand transition for Capital Rx that reflects the company's broader healthcare technology platform capabilities. Their PBM operations and our benefits remain the same, and there's no expected disruption to member service, claims processing, or account support. We'll just start seeing Judi Rx in place of Capital Rx from here on.

Who should I contact for quick answers if questions escalate?

For any unique concerns or additional questions, continue working through your normal relationship contacts and account management team who can route more complex inquiries to the appropriate internal teams if needed.